OIPE
MAY 0 5 2004
PATENT & TRADEMARK OFFICE
JC18

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Joseph G. WILSON

Examiner: TBA

Application No.: 10/669,791

Group: TBA

Filed: September 25, 2003

For: SYSTEM AND METHOD FOR SEGMENTING AND TARGETING AUDIENCE MEMBERS

Attorney Docket #: 54820-00602

Information Disclosure Statement

Commissioner for Patents
Arlington, VA 22202

Dear Sir:

In accordance with the provisions of 37 C.F.R. §§ 1.56, and 1.97-1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached form PTO/SB/08A. It is respectfully requested that the references be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom. Pursuant to the Office's waiver of the requirement under 37 C.F.R. § 1.98 (a)(2)(i) for applications filed after June 30, 2003, copies of the cited references are not included herewith.

This Information Disclosure Statement is being submitted before the mailing of a first Office Action on the merits. No certification or fee should be required.

If any additional fees are required, the Commissioner is hereby invited to contact Applicants' undersigned representative to arrange payment.

Respectfully submitted,

Date: May 5, 2004

MARK W. RYGIEL, Reg. No. 45,871
COLLIER SHANNON SCOTT, PLLC
3050 K Street, N.W., Suite 400
Washington, D.C. 20007
(202) 342-8400

OIPE JC185
MAY 0 5 2004
PATENT & TRADEMARK OFFICE

PTO/SB/08A (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	10/669,791
Filing Date	September 25, 2003
First Named Inventor	WILSON, Joseph G.
Art Unit	TBA
Examiner Name	TBA
Attorney Docket Number	54820-00602

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 6,237,033	05/22/2001	Doeberl et al.	
		US- 6,477,575	11/05/2002	Koeppel et al.	
		US- 6,643,635	11/04/2003	Nwabueze	
		US- 6,611,839	08/26/2003	Nwabueze	
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.